

Customer Strategy & Applied Design

We're all about working with our clients to elevate the human experience for their people and customers.



High-level summary of what we do:

- **Service and Experience Design:** We take an experience-led approach to innovation, integrating the needs of people, the possibilities of technology and the requirements of business success.
- **Design Research:** We use empathy-led research techniques to understand end-user needs, wants, and behaviours and place what we've heard at the heart of driving innovation and transformational change.
- **Customer Experience Strategy & Design:** We use human-centred principles and our deep understanding of our clients' customers to design a future-state strategy and roadmap which is future focussed and grounded in insight.
- **CX Transformation:** We work with our clients to re-imagine their customer experience through transformation of both their service offering and supporting operating model ensuring they have the capabilities required to deliver value.
- **Design Coaching:** We equip clients with methods, tools, and mindsets to foster collaboration and drive innovation.



We are looking for the following mindsets and skills

- We are looking for those who have a **designers mind-set, whether or not you are trained as a designer**. We use creative, human-centred tools to address a vast range of challenges. It's about how you think and approach problem solving.
- We are looking for those who have a **passion in understanding people** and can dig below the surface to **uncover core needs and motivations**. **Empathy is a key skill**, as is building connections with our clients, their customers and people, and our team.
- In order to gain a deep understanding of the given problem space, we **require strong analytical skills** and comfort in dealing with both quantitative and qualitative data.
- Our clients come to us with complex challenges and thus, we seek those who **enjoy problem solving** and have **the ability to think critically**.
- The **team pride themselves on their collaboration and storytelling skills**, both visual and written. Our ideal candidate is someone who can **confidently collaborate with the team**, build on others ideas and bring these to life for the client.
- An strong sense of **business acumen is desired for this role**, but not a necessity.

Recent joiners and their experiences:



William Muir
Analyst, Auckland

Having joined Deloitte a week before going into lockdown, my experience was not what quite what I expected, despite this, it has allowed me to learn and grow in an exciting and varied workplace. I have been lucky that the team have been so helpful and supportive, ensuring that I have what I need to do my best and gain valuable experience!



Lucy Evans
Analyst, Auckland

'My time at Deloitte so far has been a whirlwind of new experiences, from meeting lots of interesting people to facing varied learnings every day, there is always something new around the corner to spark my curiosity. My team were so welcoming and have become a happy place at work to share ideas and laughter together!'

Life in our team

We help our clients best understand the needs and behaviours of their people, be it customers, employees, citizens or external partners.



Project examples include:

Customer and design research, end-to-end experience visioning and re-design, customer experience strategy development, prototyping and testing of future experiences (both digital and physical), workshop facilitation, and Design Thinking training.

Equipped with this insight and understanding of the opportunity spaces, we support them through a co-design process to create an experience that strikes the balance between what is desirable for end-users and, what is feasible and viable for the business.

